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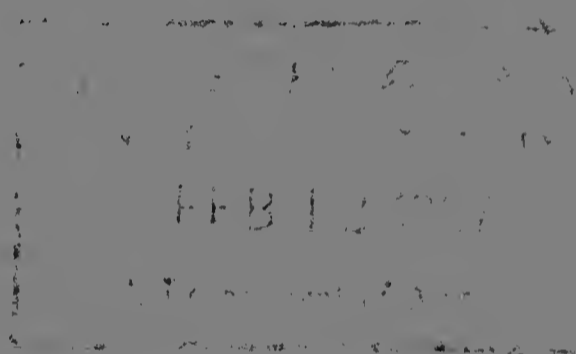
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Emmons'

Dahlias
for

1937



The Home of
PURPLE MIST

Emmons' Dahlia Gardens

R. F. D. 7

Box 153

BATTLE CREEK, MICHIGAN

1937

HELLO EVERYBODY!

We certainly did appreciate the way the orders for dahlias came in this last season, and best of all, the letters, later on in the autumn, telling us of the fine flowers they had produced, in spite of the terrible drought.

If we could have only stepped into every one of your gardens, and enjoyed with you, those beautiful and mammoth blooms, then it would have been a perfect dahlia year for us.

We expect sometime, to call on some of you, when your flowers are at their best, and see your "beauties" and have a chat in dahlia lore. You are all invited to visit our gardens.

Sincerely yours,
Mr. and Mrs. A. H. Emmons.

Certified Member



The Hall-Mark of Quality

WE ARE MEMBERS OF
The American Dahlia Society
The Michigan State Dahlia Society
The Ohio State Dahlia Society
The Indiana State Dahlia Society
The Battle Creek Dahlia Society



Location of Our Gardens

Our Dahlia Gardens are on the shore of the beautiful lake of Goguac, near the City of Battle Creek, Michigan. Turn south off the new U. S. 12 pavement on La Vista Boulevard and go about one-fourth mile to end of road; then turn right 100 feet to our gardens. Telephone number 2-4165.

We invite you all to visit our gardens at any time, more especially when in bloom.

EMMONS' DAHLIA GARDENS
R.F.D. No. 7, Box 153
Battle Creek, Mich.

General Description of Varieties

of the

WORLD'S BEST PRIZE - WINNING DAHLIAS

We specialize in dahlias that have a record of winning prizes; that are known to be vigorous, and have been thoroughly tested out in many sections of the United States.

Nearly every one of our dahlias have received a Certificate of Merit, from the Trial Grounds at Storrs, Conn., or East Lansing, Mich. That means a rating of at least 85%.

*"We grow a number of the very best
And let, who will, raise all the rest."*

Abbreviations:

FD—Formal Decorative ID—Informal Decorative
SC—Semi Cactus C—Cactus

Ace of Spades (I.D.) "Greubel." Bloom 11x5, bush 5½ feet. A monster velvet maroon, almost black. This is just naturally a GIANT and the blooms are held at right angles, far above the foliage on strong, stiff stems. It is an outstanding prize winner, and can be grown to 12 inches. On the account of the great size, and rare color, it attracts everyone who comes into the garden.
-----Root \$3.00 Plants 1.50

Adirondack Sunset (I.D.) 1935 "Parkway"—This is one of the greatest dahlias ever introduced, and one of the most spectacular, and it attracts everyone's attention. The color is a vivid scarlet, shading to a bright canary yellow at the base, giving the large blooms the striking sunset colors. The mammoth blooms are held facing sideways on long, stiff stems. The plant averages about six feet in height. This 1935 Honor Roll dahlia won the popular vote at the New York Botanical Gardens. The originator believes it will be grown to the mammoth size of 15 inches. It never fades; it stands the hottest sun.Plants 1.25

Adorable (I.D.) 1936 "Angell" The best peach colored dahlia ever introduced. Color, a vivid peach, shading to an orange yellow glow at center. Petals are long and broad and twist near the tips. A vigorous grower with good stems. Scored 86 at Storrs in 1931. On the Honor Roll -----Plant 1.00

Amelia Earhart (S.C.) "Cordes"—Bloom 12x6, Bush 4 ft. This gorgeous dahlia was a consistent winner wherever shown, having two American Home Achievement Medals and many other prizes to its credit. Color is apricot buff with salmon tints shading to soft yellow at base of petals. One might picture it as an improved Edna Ferber of larger size, better stems, and with more gold and less rose shading. One of the great prize winners of today-----Root 1.25

America's Sweetheart (I.D.) 1935 "Nunneville" — An immense variety that is very outstanding among the new introductions. Color is a pure yellow without a particle of shading. Even the outer petals do not fade out like those in most dahlias. Many of the petals are double serrated, and curl and twist as the bloom develops. They fold back to the stem, reminding one of a huge chrysanthemum. The flower is held facing the heaven on an absolutely straight, stiff and sturdy stem, the flowers are full and with high centers, and were grown by the

- originators to more than 12 inches across, in the open field without irrigation or fertilizer, so that when it is grown with fertilizer and water it can be grown to gigantic size. Many who have seen this dahlia say it is the best dahlia to date. Plant averages about five feet, and is a strong, vigorous grower. Bloom 12x6, bush 5 feet-----Plants 1.50
- Betty Colter (I.D.)** "Redfern"—Prominent judges have given this 1931 Honor Roll dahlia special favor. The color is a distinct even shade of light salmon red throughout, shading to old rose at base of long rolled petals. Stems and poise superb. Great bloomer. Bloom 10x6, bush 4 feet—Root .50
- Buckeye Bride (F.D.)** "Peck"—This impressive flower was one of the great favorites in our gardens. Color, a distinct even shade of salmon pink. It is early and a continuous bloomer. This is one of the greatest cut flowers. Grows about 5½ feet tall. This dahlia was on the Honor Roll for 5 straight years -----Root .50
- Cavalcade (F.D.)** "Groll"—This 1935 dahlia was a great sensation at the Mid-West Dahlia Show in Grand Rapids. It resembles Jersey's Beauty in form, but it is much larger, and has stronger stems. Color deep rose. Height about 5½ feet. Another great cut flower, and a great winner in floral arrangement -----Root 1.00
- California Idol (I.D.)** 1935 "Success,"—Bloom 14x7, Bush 5 ft. This giant yellow has a coast-to-coast record as a 1934 winner. At the show of the Dahlia Society of California it won the Gold Medal as Best Three-Year-Old Seedling. At Boston it won the Achievement Medal as Best Undisseminated Dahlia. It was one of the outstanding varieties at Storrs last year. It is a fine grower with a deep flower of clear, glistening yellow, a true pastel shade. Here will be a new competitor in the specimen bloom classes. On Honor Roll. Some one has called it a "Yellow Murphy's Masterpiece." It can easily win as largest or best flowers. We do not hesitate to recommend this great prize winner -----Plants 2.00
- Champoeg (F.D.)**—Bloom 9x4, Bush 5 ft. The unusual coloring of Champoeg makes it an especially attractive flower. It is a waxy canary yellow at the center and shades into a salmon pink, which deepens in cool weather. The backs of the petals are pale yellow. Strong, sturdy stems hold the flowers well above the rough, thick foliage. Blooms are produced early and freely. It is called the "Dahlia Beautiful"-----Roots .50
- Col. Lewis (I.D.)** 'Taylor' Color a deep mauve pink, the blooms easily average nine to ten inches across and quite deep. They are held facing sideways on long, strong, erect, cane-like stems, high and well above the large, thick, leathery, dark green foliage that pests like to stay away from. An early and prolific bloomer, and a very strong, vigorous-growing plant. Height five feet. Two plants of this variety at the New York Botanical Gardens last summer were an attraction by themselves -----Plants 1.00
- Daddy Kemp (F.D.)** 1935 "Kemp"—Bloom 12x6, Bush 4 ft. This is every inch a man's flower, and one of the most spectacular introduced in recent years. The flowers are of immense size, often 14 inches or over in diameter, and from five to seven inches deep. The color is a rich purplish red. Should be grown to four stems to make these strong enough to hold the flowers. (H.R.) -----Plants 1.00
- Dokoupil's Triumph (I.D.)** "Dokoupil" Bloom 11x5, bush 4½ feet. Another giant from abroad that has attracted a good deal of attention in this country on account of

- its free blooming and immense size. In color it is pale yellow, with an overcast of pale lavender. Inclined to show hard centers in hot weather which is its one fault -----Root .75
- Dwight W. Morrow (I.D.)** "Dahlidel"—Bloom 12x6, Bush 5½ ft. The gigantic red dahlia that was the sensation of the year in our garden. Many blooms 12 inches across and six inches deep on six-foot robust plants. The finest dahlia we have ever seen. It never fades or burns -----Roots .40
- Eagle Rock Fantasy (I.D.)** "Success"—Bloom 11x5, Bush 6 ft. Mallow pink, very largest size, graceful beyond compare, can win as largest, or can win as most perfect, or both. No faults at all. If only the very best are desired, this must be one of them. This dahlia is most outstanding -----Roots .75
- Elite Glory (F.D.)** "Kennedy"—Bloom 10x4, Bush 4½ ft. A dahlia that has had a long run of popularity and is still good. Color, rich red. Blooms large, of good form and substance and held erect on strong stems -----Roots .35
- Genesee (I.D.)** "Groll" Bloom 7x4, bush 3 feet. Rather informal burnt orange bloom stem and foliage fine and really good one. We grew it last year and like it very much. Not an exhibition dahlia -----Root .75
- Girl of Hillcrest (I.D.)** "Scott-Kemp"—Bloom 10x4, Bush 5 ft. You will derive a great deal of pleasure from growing this excellent variety as it blooms early and continuously. It is suitable for exhibition whether it is the first or last show. Color is apricot buff or cadmium orange. A vigorous grower with stems long and erect. Honor Roll -----Root .50
- Golden Standard (C.)** "Downs" A warm buff shaded amber and gold. Very full centers and evenly arranged petals. Bush is a good, open grower. Stem holds flower facing at right angles. Won as the best undis-seminated Cactus in New York and also won the President's Cup over all types in the undisseminated classes. -----Root \$2.00 Plant 1.00
- Honor Bright (F.D.)** "Peck"—A large, well-formed flower, possessing a self-color of peach red to light jasper red, which toward the end of the season runs to a deep orange. Distinctive foliage with insect-resisting qualities, stems long and strong, an excellent keeper when cut. A great future has been predicted for this variety. New. Honor Roll -----Roots .75
- Hunt's Velvet Wonder (I. D.)** 1935 "Hunt-Burnett Bros"—Bloom 10x6, Bush 5½ ft. This variety was given an American Home Achievement Medal in New York and won in Camden as the best Informal Decorative Seedling, arousing much interest. The attractive broad petaled blooms are huge and have good, full centers and great depth. The flowers of deep rosy magenta blending into a true purple are well proportioned with a large, dark green foliage -----Plants 1.50
- Jane Cowl (I.D.)** "Downs"—Bloom 10x6, Bush 5½ ft. Immense blooms, deep and full of glistening bronze buff. The stems are long and stiff and straight; and they hold the flower just as it should be held—looking at you and slightly up. The bush is fairly tall, with vigorous, thick, dark green foliage. No Dahlia has given more universal satisfaction than Jane Cowl, and no other has won so many prizes since it was introduced in 1928 -----Root .25
- Jean Trimbee (S.C.)** "Trimbee"—Bloom 10x5, Bush 5 ft. Massive yet artistic with long, revolute petals that curl and twist. The color is a beautiful petunia violet making it popular as an exhibition dahlia. A tall, vigorous grower with long, erect stems -----Roots .75

- Jersey's Beauty** (F.D.) "Waite 86"—Bloom 6x4, Bush 6½ ft. Probably the most popular of any dahlia, especially as a cut flower. The ideal pink for exhibition or florist use. Large, deep flowers of perfect form on long stems. Free, early bloomer, with exceptional keeping qualities..... Roots .25
- Jersey's Dainty** (S.C.) "Waite" Here is a beauty. A pure white that looks you straight in the face on extra long wiry stems. Profuse bloomer and a garden attraction and cut flower that can't be beat. Won first at the Great Mid-West show as the best bloom regardless of size. Bloom 6 to 8 in. No garden is complete without itPlants .50
- Josephine G.** "Grosscross 85"—Bloom 8x4, Bush 4½ ft. One of the most charming of the recent introductions. Color is a very pleasing true rose pink of a bright shade, some petals tipped yellow. It makes a wonderful, sturdy bush, with flowers held well above the dense foliage. It is a prolific bloomer, and yet the flowers are of exhibition quality at the same time. It is a Semi-Cactus early and Informal Decorative at the end of the season. A. D. S. Cert.....Roots .50
- Karl Bonawitz** (S.C.) "Dahliadel 86"—Bloom 8x5, Bush 5½ ft. The ability of this dahlia to withstand varied climatic conditions throughout the country has won it many friends and, in nearly all cases, it has gone far beyond expectations. The brilliant, velvety carmine flowers are artistic and graceful in form. Although dark in color for a commercial cut flower, it is a wonderful keeper and arranges well with lighter dahlias. It comes the nearest to developing a perfect bush without topping or disbudding of any dahlia we know.....Roots .75
- Kathleen Norris** (I. D.) "F. & M. 87"—Bloom 10x5, Bush 5½ ft. This outstanding exhibition dahlia is a true rose pink, deepening to mallow pink, with young central petals a lighter shade. Petals are broad and overlap each other. Blooms are held erect on long, strong stems. You will find this dahlia, is still a great prize winnerRoots .50
- Laetare** (C.) "Bruidegom" This is one of the prettiest dahlias we have ever grown, and possibly one of the hardest to describe, color a luminous red, on a soft yellow ground, gradually shading to yellow at the tips. The flowers average six to seven inches are held facing sideways on exceptionally long, stiff, wiry stems, the plant is a strong, husky, open grower. The blooms will keep a long time when cut and should be a great exhibition dahlia, height four to five feet.....Plants .75
- Lord of Autumn** (I.D.) "Almy"—Bush 4½ ft. Mr. J. A. Kemp quotes as follows: "This is the most sensational dahlia we have ever grown, regardless of color, and is by far the greatest yellow dahlia we have ever seen. The color is a deep golden yellow, which is sustained until the last petal has withered. The flowers grow to an enormous size, and without forcing we had blooms the past season that measured over 13 inches across and nearly 9 inches in depth on long stiff stems, that held the flowers high above the foliage. The formation is wonderful, as the long-pointed and slightly twisting petals recurve until the stem is hidden from view for 6 or 8 inches. The plant is a strong, vigorous grower and very prolific of blooms." In fact I think, with strict disbudding, disbranching and forcing, it can be grown to the mammoth size of 16 inches or more. This dehlia is the *giant* of *giants*. It never fades or burns. Truly it is the greatest exhibition dahlia ever introduced Roots \$2.00 Plants 1.00

- Margaret W. Wilson**—A magnificent dahlia in every respect. Wonderful bloomer, huge blossoms of creamy-white, shaded pink. We grow large quantities of this very fine dahlia.....Roots 25c each; three for .50
- Margrace (I.D.) (Bissell) 1936**, bloom 10x5, bush 5 ft. Won first in the Informal Decorative Seedling class at Cleveland Show as well as Sweepstakes for the best seedling. This dahlia is unusual in color and unique in form with good high centers. It is a bright scarlet with a tan reverse. The petals curl and twist showing the reverse. Really excellent stems, strong and heavy. Certified at Storrs and East Lansing-----Plants 2.50
- Marshall's Pink (F.D.)**—Bloom 8x4, Bush 5 ft. An exquisitely beautiful shrimp pink Dahlia, especially fine for cutting; stems at least three feet long -----Root .50
- Milton J. Cross (I.D.) "Johnson," 1936**, bloom 11x7, bush 6 ft. An undefeated seedling in the Eastern shows and highest seedling award at the Pennsylvania Horticultural Society. Center of flower is a clear light lemon yellow shaded rose and coral on outer petals. Won thee Achievement Medals, New York, Camden and Burholme. It is quite evident that this variety likes good culture or in other words it can take it, which is a quality quite necessary for a successful exhibition dahlia in the large bloom classes. Not only large, but deep, and of a pleasing clean color. For those who want them big to exhibit we believe this variety will be more than interesting-----Plants 5.00
- Miss Belgium (I.C.)**—Bloom 4½x2½, Bush 4½ ft. This is one of the most attractive cactus dahlias that has come from Europe. Every one is delighted with it. The color is orange. The stems are very long and stiff. It was one of the high lights of the Mid-West Show at Grand Rapids -----Plant .50
- Monmouth Champion (I.D.) "Kemp"**—Bloom 12x5, Bush 3½ ft. The color of this marvelous dahlia is a bright xanthine orange, the blooms which are of very large size, over 12 inches in width, are borne in great profusion on cane stiff stems, well above the foliage, of an ideal growing plant that no insects will go near and one that seems to be immune from disease. The plant is a strong, vigorous grower with wide spreading habits and is always covered with blooms. A wonderful keeper when cut. What a prize winner!-----Roots .50
- Monmouth Queen (F.D.) "Kemp"**—Bush 6 ft. This fine light yellow made good all over the country the past season, and those who had it in their collection, report it as being greatly admired by the many visitors at their gardens. The color effect of this dahlia is most pleasing, it being a piric yellow in the center of the flower, with graduation of light primrose to creamy yellow rear petals. Flowers are full centered and are held facing front, and are 10-12 inches in width by 4-5 inches in depth. Stems are long and stiff, holding the flowers high out of the foliage. Plant a robust grower, and good root maker. Not subject to insect attacks -----Plants .75
- Mrs. George Le Boutelier (I.D.) "Smith-Ruschmohr"**—Bush 4 ft. A giant flower and, in our opinion, an improvement on Murphy's Masterpiece, and a very striking and showy plant in the garden. Color deep crimson red, the blooms are exceptionally large and are held erect on long, stiff, almost leafless stems, high and above the foliage of the strong, self-branching and wide-spreading plant with heavy, disease-resisting foliage. Watch for this dahlia at the shows this coming season. Very much admired at the N. Y. Botanical Gardens, where it was grown the past season, and received many votes in the popularity contest. On Hart Honor Roll. Plants .75

Our 1937 Introduction

**PURPLE MIST (F.D.) "Emmons" 1937. Bloom 10x5,
Bush 5 feet.**

A beautiful pure deep purple, tending to a shade of burgundy. Both the face and the reverse of the rays have the same color. The whole flower is covered with a bronze sheen.

Extra long, stiff stems holding the flower far beyond the foliage. In fact, one can easily cut a three foot stem.

It won a Certificate of Merit at the East Lansing Trial Gardens in 1935; also the American Home Achievement medal at the Cleveland Exposition in 1936; also the Horticulture Achievement Medal at Detroit in 1936. It won as best seedling in 1935. It is on THREE Honor Rolls, this year. In fact, Purple Mist has won first place every time it has been shown.

It is a prolific bloomer and the flower stands at a forty-five degree angle. A splendid cut flower. Several blooms shipped 1200 miles were in almost perfect condition five days after reaching their destination. Foliage is very dark green and heavy; insect resisting.

Root \$10.00 Net; Plants \$5.00 or 3 for \$12.50

Those Who Have Grown and Seen Purple Mist Say:

Mr. F. V. R. Veirs, of Canton, Ohio, who is one of the best authorities on dahlias, raised it in his garden in 1936, says:—"I have seen Purple Mist at the Trial Grounds, in the show room and in the garden. It has the growth, stem, formation and colors. I think it will win in its class anywhere, when properly grown and shown."

Mr. J. T. Reece, of Akron, Ohio, says, in writing about the Cleveland Show:—"The show contained some very good new originations, notably Purple Mist." He also wrote to a friend, "Purple Mist is a knock out."

Mr. Raymond H. Sparks, of Columbus, Indiana, who grew Purple Mist in his garden in 1936 says:—"We are very much enthused over the performance of Purple Mist. We consider it the best in its color class."

Mr. Harold Shannabrook, of Massillon, Ohio, grew Purple Mist; to him goes the honor of winning, with Purple Mist, at the Cleveland Exposition, the Achievement Medal, for the best undisseminated dahlia in the show.

Mr. Barton W. Elliott, of Grand Haven, Michigan, one of the enthusiastic dahlia growers of the Mid-West, and a great dahlia judge, grew Purple Mist, and this is what he said: "When I saw Purple Mist in the Trial Gardens at East Lansing in 1935, I thought it would be outstanding. I grew it the past year, and it bloomed the entire season, and had perfect centers in every bloom. It had size, stem and a perfect formed bush; in fact everything a good flower should have."



On Three Honor Rolls **PURPLE MIST** *See description on preceding page*

- Murphy's Masterpiece** (I.D.) "Murphy" 1932 — This giant red dahlia could have been very appropriately named SEEK NO FURTHER, for when it comes to winning in the largest bloom class, it is the recognized leader. It is quite safe to say, it was the largest winner in this class of any dahlia exhibited in the 1933 eastern show. If you expect to carry off the blue ribbon in the largest bloom class you have simply got to have Murphy's Masterpiece to do the trick. The flowers can be grown up to 14 inches and over in size, and it grows large without much encouragement. The color is dark red, shading toward garnet, and it will withstand much sun heat without fading or burning. The plant is a strong grower, and is a generous producer of large, perfectly gorgeous exhibition blooms, that are held high above the top leaves on rigid stems that never go saxophone shape. The greatest red dahlia to date, and the greatest prize winner of all the dahlias of its color Plants .75
- Myra Howard** (I.D.) "Glutzbach Dahliadel" 1932—The color is a glowing combination of saffron, yellow with tints of salmon, the entire effect being ochraceous orange. Winner of American Home Achievement Medal at New York Roots .50
- Oakleigh Monarch** (F.D.) "Hook" 1936. Exhibition type, cerise red in color; blooms 10 to 14 inches; heavy stem, with canes two to three feet long; tough foliage and insect resistant; height 6 feet, medium early bloomer. Blooms keep well when cut. Won a certificate at East Lansing last year..... Roots \$5.00 Plants 2.00
- Old Hickory** (F.D.) 85 "Dahliadel"—Bloom 7x5, Bush 3½ ft. The dahlia that is easy to grow. A rough-and-ready, rugged plant, semi-dwarf with each branch bearing a large bloom which is almost a ball with centers always full. Stems are ideal for basket arrangement, and the blooms are wonderful keepers. Color, madder red with apricot suffusions. It stands more hardships than any other dahlia Roots .35
- Oriental Glory** (I.D.) "Swartz"—Blooms 10x5, Bush 5 ft. There are so many dahlias following the same color tone that it is an innovation when one appears with a shading that is just a little different than the other. Such a dahlia is Oriental Glory. The flowers are brilliant, dazzling balls of deep orange; and how we need this color on the exhibition table. Fine, robust grower with excellent stems. On the Honor Roll .. Root .75
- Palo Alto** (S.C.) "Ballay"—Bloom 10x6, Bush 5½ ft. A real giant, the color of which is clear, bright salmon shading towards gold at the center. Stems tall and straight. Flowers are of good substance with uniform, full centres. Well recommended as a winner. Certified at Storrs Roots .75
- Paul Pfitzer** (Cactus) "Berger" 1934—A German novelty that won a name for itself in the New York Show. It is a pleasing combination of primrose and shell pink. Strong, vigorous plants with dark foliage and excellent stems. On Honor Roll. Splendid cut flower Plants .50
- Prince of Persia** (I.D.) "Newson" 1932—Bloom 11x5, Bush 5½ ft. A very striking bright red exhibition dahlia of the most iridescent rich-glowing crimson. The petals are of great depth and substance, making an unusually deep, attractive flower. Bush is vigorous, robust and very tall. This dahlia attracted more visitors' attention than any other in my garden in 1933 (H. R.) Roots .35
- Purple Mist** (F.D.) "Emmons" 1937. See page 7 for description and price.

Queen City (F.D.) "Peck" 1936. A formal, commercial type, of a scarlet pink color; excellent stem on long upright branches starting from near ground; height of plant, 3 to 4 feet; a very early and continuous bloomer. Winner at Cleveland as best keeper, also a blue ribbon in formal decorative class; awarded American Home Achievement Medal at Indiana State Show. A remarkable cut flower variety. On Honor Roll Plants 3.75

Royal Purchase (C.) "Nunneville" 1936. Here is an incurved cactus that attains immense size. The bloom is full and deep and grows high out of the bush on long, straight stems. The color is a deep straw yellow with outer petals suffused with pink. The petals twist and turn, giving the bloom a shaggy appearance. The bush is four to five feet high, an early bloomer, is clean growing and resists insects. Prominent judges who saw this variety growing the past season say it is a knockout and a rival to our America's Sweetheart. Shown three times—three firsts----- Plants 3.75

Ruby Taylor (I.D.) "Garrity-Success"—Bloom 8x4, Bush 5 ft. A clear self color of carmine and one of the best all round large dahlias introduced in 1933. It has a perfect habit of growth and a high degree of vigor ----- Roots .50

Satan, S. C. "Ballay-Success"—Bloom 10x5, Bush 6 ft. One of the largest dahlias grown, and a consistent prize winner at the shows. Color, a bright flaming red with slight touch of gold at center. Horn-like petals which are perfectly rolled and incurved give unique form to the giant blooms. Highly recommended for exhibition. Honor Roll. One of the most popular dahlias today. Scored 87 at Storrs----- Roots .50

Shahrazad (I.D.) "Newson." A gorgeous deep pink variety which we might term a pink Jane Cowl. The blooms are of great size and depth, often reaching 10 to 12 inches in diameter and 6 inches in depth. The bush is a strong, healthy and vigorous grower--- Root .50

The Fireman (I.D.) "Success" Bloom 9x6, bush 6 feet. This new variety is a flashy cardinal red with golden flushes and golden tips at center of the flower. The growth habits are perfect, stems long and straight and it is a prolific bloomer. The Fireman attracted an unusually large amount of interest in our exhibition gardens the past season and it will be popular for years to come----- Plant .50

Thomas Edison (F.D.) "Dahliadel"—Bloom 9x4, Bush 4 ft. Royal purple with a sheen of velvet. One of the best in this color ----- Roots .50

Wenoka (F.D.) "Hulin" 1935—Bloom 10x5, Bush 5 ½ ft. This is the flower that caused such a sensation at East Lansing trial grounds, where it scored 88. It was on two Honor Rolls. The color is of rosy mauve and deep magenta, on extra long stiff stems, extending away above the foliage. Sold in 1935 for \$20 per root. A wonderful dahlia, with a great future ----- Plants 1.25

White Wonder (I.D.) "Black-Kemp"—Bloom 11x6, Bush 5 ½ ft. Pure white. A monster. Probably the finest white dahlia ever produced, cleaning up the shows from coast to coast. Honor Roll. At the Mid-West Show in Grand Rapids, White Wonder won as the *largest* and *most perfect* bloom in the show ----- Roots .35

Miniature Dahlias

Baby Royal, S. C.—A new Gold Medal miniature from England and one of the most outstanding prize winners so far introduced in this class, always winning the blue-ribbon wherever exhibited. It is a beautiful little flower of salmon-pink and apricot with gold shading. Stems are long and wiry and blooms are of most graceful formation as florets are rolled and incurved. A fine commercial cut-flower variety due to its free blooming and long keeping qualities, and always in demand by florists. We could not begin to supply the demand from the local cut-flower trade for cut blooms of this variety the past season. This little flower stole the whole dahlia show last fall Roots .35

Fairy "Bond" 1934—Miniature For. Dec. This dainty little dahlia is best described as a miniature Jersey's Beauty, it having the same lovely shade of pink with a slight suffusion of mauve towards the tips of the petals. Perfect decorative 2½ to 3 inches in diameter, with perfect stems, and are produced in great profusion on plants about 3 feet high. It is one of the very best keepers when cut, and we believe it is one of the best miniature for florists' use, ever introduced. A dainty little dahlia that will become as popular and be as extensively grown as the famous Jersey's Beauty Roots .35

Orchid Lady (F.D.) "Groll" Bush 4½ feet. It is very well named; the color is amaranth pink to mallow pink. Has fine stiff stems. Healthy strong plant, and a profuse bloomer. It has two A.D.S. Certificates. It is one of the best cut flowers, and is a great favorite with the florist Root 1.00

Pom Pom Dahlias

The tiny little miniature ball dahlias, perfect in form, and not exceeding two inches in diameter. The bouquet dahlia which is growing in popularity daily.

Amber Queen—Beautiful shade of amber25

Aimee—A popular tiny orange cadmium shaded apricot. On long stems25

Bobby—Plum color25

Belle of Springfield—Crushed strawberry. One of the very smallest and best. Great prize winner25

Elizabeth—Lemon yellow tipped red25

Fashion—Deep amber shade25

Hazel—Buff to brown25

Jill—Lemon yellow margined carmine. One of the best .. .25

Johnny—One of the most perfect and smallest dark red .. .25

Little David—A small perfectly formed russet orange pom .25

Little Sagamore—Scarlet red25

Lemon Drop—Lemon yellow. Long stems. One of the best .25

Rosalie—Plum purple. Long stems, extra fine25

Rose Bud—Shell pink shading to white25

FIVE VARIETIES—YOUR CHOICE \$1.00

CUT FLOWERS

There are many dahlias that are excellent for cutting, and some will last a week, and be nearly as perfect as when plucked. The following list are the ones we consider the best for that purpose:

Purple Mist, Buckeye Bride, Jersey's Beauty, Jane Cowl, Marshall's Pink, Cavalcade, Fairy, Miss Belgium, Paul Pfitzer, Orchid Lady, Queen City, Golden Standard, Jersey's Dainty, Laetare, and Baby Royal.

We shipped a dozen **Purple Mist** blooms over 1200 miles and they were in good shape five days after they reached their destination.

The cut flowers that we sell each year from our dahlia gardens more than pay our running expenses.

THE MAIL MAN JUST CAME IN

North Freedom, Wis.

Emmons' Dahlia Gardens:—

Just a line to tell you about the dahlias I got from you this spring. Dwight W. Morrow was the most beautiful flower I have ever seen, the flowers measured up to fifteen inches, in spite of the dry weather. Satan was another beauty. I am very much pleased with them. I hope to have another order from you next spring.

Truly,

MRS. EDW. G. MEYER

Chicago, Ill.,

Emmons Dahlia Gardens:—

Please send me your price list. I hope it will be out soon. Your plants are as good as one can get anywhere, and better than most of them.

Yours truly,

CHAS. J. YOUNG

Buffalo, New York,

Emmons Dahlia Gardens:—

We will want some more of your dahlia plants in the spring, so please send me your price list at once. The plants you sent me last year were excellent. Every one was just loaded with bloom, in spite of a very dry and hot season.

Yours very truly,

FRANK X. MINET

Chicago, Ill.,

Emmons Dahlia Gardens:—

We wish to acknowledge the receipt of the dahlia plants and roots, received on the 8th and 9th and for which we wish to thank you very kindly. They were received in excellent condition, and were very carefully packed.

I wish to thank you again for your attention and consideration in this instance, and remain

Yours very truly,

HENRY J. CARY-CURR

Minneapolis, Minn.,

Emmons Dahlia Gardens:—

Received my dahlia plants o. k. Thanking you very much for the fine plants, and the good condition they were in.

Yours truly,

ARTHUR ANDERSON

We Wish to Announce that
MR. H. DEWEY MOHR
of the
RUSHMOHR DAHLIA GARDENS

52 South Kensington Avenue
Rockville Center, New York

Is a co-partner with us in the introducing of Purple Mist

A TRIP TO MICHIGAN DAHLIA GARDENS

By George R. Currie

(See page 34 of Mid-West Dahlia News—Fall Edition, 1936)

This last fall (1936) I spent my vacation in visiting the Trial Gardens at East Lansing, the National Dahlia Show at Detroit and the dahlia gardens throughout the State of Michigan.

Mrs. Currie and I took our car across Lake Michigan on the ferry, from Manitowoe, Wisconsin, to Ludington, Michigan. This was on September 18th. After attending the Trial Gardens, and the Dahlia Show, we headed toward the southern part of the state, and paid a visit to the dahlia gardens of Mr. and Mrs. A. H. Emmons.

A year ago one of the outstanding varieties at the East Lansing Trial Grounds which I observed there was a very large purple formal decorative, which was awarded a certificate of merit, and it was a real thrill to see a large number of plants of this very fine origination of Mr. Emmons in his own garden. This variety grows about five to five and a half feet in height with dark green healthy foliage and the large purple blooms are carried well out of the foliage on very long straight stems. Mr. Emmons informed us that Purple Mist won the American Home Achievement Medal at the Dahlia Society of Ohio show at Cleveland this year. Other varieties doing well in this garden were Lord of Autumn, Amelia Earhart, and Palo Alto, and we also observed there the finest bloom of Girl of Hillcrest we had ever seen.

Our visits to the Michigan Dahlia gardens and our attendance at the Detroit show and the East Lansing Trial Grounds Field Day proved a most pleasant vacation, and one of the most enjoyable features was the opportunity to renew old acquaintanceships and to make new ones.

THE MID-WEST DAHLIA NEWS

Is the Only Publication of the Kind

No dahlia raiser can afford to be without it. It not only gives you all the information that you are seeking about dahlias, but all that is going on in the dahlia world, as well as who is who in this great flower.

Send \$1.00 for 1 year subscription, to

MR. D. O. ELDRIDGE, Editor
170 Tamadge Street **Madison, Wis.**

The size of the flowers, and the height of the plants, given in this catalog, will vary in different locations. We give the approximate dimensions as they grew this last year in our gardens.

If you desire your order sent special delivery, add 25 cents

PRIZES

WE ARE OFFERING

\$25.00

IN DAHLIA PLANTS OR ROOTS

To ANYONE who wins premiums in ANY DAHLIA SHOW or any FLOWER SHOW, with the flowers grown from the dahlia roots or plants purchased from the Emmons Dahlia Gardens in 1937.

1st Prize will be \$10.00 in dahlia roots or plants.

2nd Prize will be \$7.50 in dahlia roots or plants.

3rd Prize will be \$5.00 in dahlia roots or plants.

4th Prize will be \$2.50 in dahlia roots or plants.

This contest will be decided by the point system as follows:

The first premium (or blue ribbon) will count 10 points.

The second premium (or red ribbon) will count 7 points.

The third premium (or white ribbon) will count 4 points.

For instance, if you won in a show, two firsts, three seconds and one third, you would have a total of 45 points.

If you enter the contest, please be SURE and give us the following information in your report: What city or village flower show held in; date of flower show or shows; the name and address of the president, secretary or manager of the flower show.

You MUST give the NAMES of each and every dahlia that won prizes. You have the right to show in as many shows as you like during the year of 1937. (Sweepstakes will not be counted as a premium in this contest).

When the contest is over, a full report will be sent to each contestant, of all the winners.

SPECIAL NOTICE

To Anyone Who Sends Us An Order

If you will send us the names and addresses (plainly written) of eight dahlia (fans) growers, who are NOT commercial raisers, we will include a root or plant of a good exhibition dahlia FREE, with your order.

MAMMOTH GIANT COLLECTION

\$5.00 Net

One plant Lord of Autumn
One plant Murphy's Masterpiece
One plant Ace of Spades
One plant Hunt's Velvet Wonder
One plant Adirondack Sunset
One plant Wenoka

(Regular price \$7.00)

With these six GREAT DAHLIAS, anyone would be able to compete in any dahlia show.

AMATEUR'S GREAT PRIZE

Winning Collection \$1.75 Net

One root Dwight W. Morrow
One root Kathleen Norris
One root Mammoth Champion
One root Betty Colter
One root Satan
One root Jane Cowl

(Regular price \$2.60)

NO OTHER SIX dahlias have ever won as many prizes as the above group.

12 LARGE TYPE DAHLIAS 12

(Roots)

\$1.25 Postpaid

During the handling of our roots, there are always some that the labels become lost. Every year, some of our most expensive, and best ones get into this collection. Now if you are not particular, this collection **without labels**, will be just what you would like.

PLANTS

We have found that if plants are started and grown properly, they will produce as good, if not better, results than roots.

All our plants are grown from base cuttings from selected stock, and grown in special containers, which are equivalent to about a four inch flower pot.

We recommend planting out from May 10th to June 15th in this locality.

A WORD ABOUT THE BIRD'S HOME

If you are a lover of the wild birds, which nearly every gardener is, you certainly should see the most unique and attractive bird houses that Mr. C. J. Myers, of 77 Arthur Street, Battle Creek, Michigan, is building.

I have in my dahlia gardens, a handsome martin house, which is an exact replica of a modern bungalow. Everyone asks me "where did you ever get it." Write him for pictures and information.

By the way, Mr. Myers, is the secretary of our Dahlia Club.

